

PARTNERS

A PUBLICATION OF HOWARD COUNTY TOURISM, INC.



July -December, 2008

Annual Meeting:
Having Fun is
Serious Business!

Tourism Partners
of the Year

Howard Community
College Hospitality
Scholarship

Howard County Shines
at Maryland Tourism
Conference

Best Printed
Promotional Material

New Tourism
Professional of the Year

Howard County
Restaurant Week

We Double Dare You:
Ye Haunted History of
Olde Ellicott City, Part II

Friday the 13th

Save the Date:
SOIREE!

Holidays in the
Historic District:

ECRF Successes &
Ellicott City, Capital for
a Day

Save the Date:
Mardi Gras Magnifique

Welcome New Partners

Sports Marketing

Save the Date:
Howard LIFE Festival

Upcoming Events

Having Fun is Serious Business! Howard County Tourism's 27th Annual Meeting

Several big announcements were made this year at Howard County Tourism's Annual Meeting at Turf Valley Resort in Ellicott City along with a Maryland Tourism update by keynote Hannah Byron, Asst. Secretary for Tourism, Film, & the Arts.



Howard County Government announced their purchase of the lovely stone Post Office in historic Ellicott City as a base of Tourism operations and other needed county services. Soon thousands of visitors, residents, relocating BRAC families, travel writers and others will enjoy a Welcome Center that proudly reflects the affluent Howard County community it serves. Thank you Howard County Executive Ulman for your vision to invest in a Welcome Center that will refer visitors to local businesses and attractions throughout the county and for preserving an endangered building for future generations!

Also announced at the Annual Meeting on September 26, 2008 were the two Howard County Tourism Partners of the Year...

- Robert Vigorito and the Columbia Triathlon Association
- Comcast of Howard County

Howard County Tourism also presented a scholarship to Howard Community College. A portion of the proceeds from SOIREE!, an annual fundraiser, was designated for a Hospitality Management scholarship in order to invest in the next generation of tourism professionals.



WELCOME

Howard County Shines at Maryland Tourism Conference

The 2008 Maryland Tourism Industry Conference & Awards hosted by the Maryland Tourism Council and the Maryland Office of Tourism was held November 10-12 at the Gaylord National Resort and Convention Center in National Harbor, MD. Howard County shined during the Maryland Governor's Tourism Conference Awards Gala, an event that recognizes the marketing efforts of tourism professionals.

Howard County Wildlife Viewing Brochure was awarded Best Printed Promotional Material. The popular and eco-friendly Howard County Wildlife Viewing Brochure made its debut in January 2008 with nearly all 10,000 copies distributed and in the hands of visitors and residents. "It is a great honor for Howard County Tourism to have received this award. It is even more of an honor to have worked with the many partnering organizations who made the project possible, all who shared the same goal of marketing the county's eco-tourism attractions and amenities." said Amanda Hof, Tourism's Special Events & Projects Manager.

The New Tourism Professional of the Year was awarded to Cheryl Clemens, Director of Sales at Toby's Dinner Theatre. Cheryl is actively engaged in growing tourism in Howard County and the state of Maryland. "Cheryl consistently goes above and beyond to help those in the industry," said Michelle Murphy of Toby's. "Her spirit and commitment can serve as a model for others." We're proud to have Cheryl serving on our special events committee and as a valued resource and partner.

During the professional development portion of the conference, Rachelina Bonacci was part of a panel of experts on local tourism marketing trends. She gave a fifteen minute presentation to nearly one hundred attendees on Howard County's successes of "Staycation" promotions that was very well received.



WELCOME

HOWARD COUNTY RESTAURANT WEEK

With the cooperation of several local restaurant owners, Howard County Tourism coordinated the first ever Howard County Restaurant Week from July 21 - August 3, 2008. The promotion earned coverage in all the local newspapers, as well as Baltimore and Washington media. Response from the public was so positive that many restaurants discussed extending the promotion for the remainder of the summer, with many reporting that overall business was up as much as 40%. With results so great, who could resist a repeat performance?

Mark your calendars for February 23 - March 8, 2009, the return of Howard County Restaurant Week.

**The Best Deal
in Dining Out**



**Howard County
Restaurant Week**

February 23 -
March 8, 2009



WELCOME

HISTORY & HERITAGE TOURS

2008 was a great year for tours. In the 2008 tour season, 2,650 guests were spooked by the stories, tales and personal accounts of Historic Ellicott City and Historic Savage Mill's Ye Haunted History Ghost Tour. Adding to the tales this year was our all new Ye Haunted History of Olde Ellicott City, Part II: We Double Dare You! With so much commotion in this hotspot for paranormal activity, we had no choice but to create a second tour to capture every story. And now, guests can flaunt their survival in t-shirts that read "I Survived Ye Haunted History of Old Ellicott City Ghost Tour," "I'm with Ghost," and "Join the Afterlife of the Party." In addition to our ghost hunting guests, 2,063 local students were amazed by the captivating history of the town when they attended our Ellicott City Heritage Tour. Overall, 4,713 more guests now know all that is beautiful, historic, interesting and often spooky about our town.

SAVE THE DATE

RENDEVOUS EN
PROVENCE

SOIRÉE!

Tuesday, June 2, 2009
5 to 9pm

Belmont Conference Center

For tickets and more
information, visit
www.VisitHowardCounty.com

Friday the 13th
February and
March 2009
Join us for our
haunted
history ghost
tours on a
night when
most people
wouldn't dare.
(410)313-1900

WE DOUBLE DARE YOU



WELCOME

HOLIDAYS in the HISTORIC DISTRICT

Along with facilitating complimentary parking in the Historic District for over a month, the Ellicott City Restoration Foundation hosted the very popular window decorating contest which draws countless holiday visitors to the area each year. Next up, don't miss the fourth annual Mardi Gras Magnifique, the ECRF's annual fundraiser which will cover costs associated with events such as the beloved window decorating contest and the annual photo contest along with benefiting Emory United Methodist Church and the Galveston Historical Foundation in Texas for damages caused by Hurricane Ike.



MARDI GRAS MAGNIFIQUE

Traveling Happy Hour
5-7 pm

Historic Ellicott City
Fat Tuesday Drink Specials
Festive Hors d' Oeuvres
Raffle Tickets
Great Deals throughout
the Historic District
and more

Mardi Gras Surprises
(410) 313-1905



Ellicott City "Capital for the Day" visit by Governor Martin O'Malley and his cabinet created significant media buzz at the opening of the Midnight Madness shopping celebration in the Historic District.



WELCOME

HAVING FUN IS SERIOUS BUSINESS!

Welcome to Our Newest Partners:

AllCare of MD
Arthur Murray Dance Studio
Bistro Blanc
Bob's BMW
Café de Paris
Copeland's
Donna's Coffee & Wine Bar
Douglas Homes
Friendship Hot Air Balloon Co.
Gilchrist Hospice Care
M&T Bank
The Melting Pot
oZ Chophouse
Ranazul
The Stained Glass Pub
Success in Style
Terrapin Adventures
The Rumor Mill
Town Creek Landscaping
Victoria Gastro Pub
Waverly Grill
The Wine Bin

Partners!

Please don't forget to send us your brochures, cards, and other promotional materials for display in the Visitors Information Center.
Let us promote your business for you!



Rachelina Bonacci at TEAMS in Pittsburg, PA with Team Maryland, a sports marketing initiative on behalf of the state.

APRIL 24-26
Howard LIFE Festival
RUN, BIKE, PLAY, LIVE.



For more information, visit
www.BlossomsofHope.com

Upcoming Howard County Events

Evening in the Stacks
February 21, 2009

Howard County Restaurant Week
February 23 - March 8, 2009

Mardi Gras Magnifique
February 24, 2009

Pink Plate Specials
April 1 - 30, 2009

Howard LIFE Festival
April 24 - 26, 2009

Maryland Sheep and Wool Festival
May 3 & 4, 2009

Wine in the Woods
May 16 & 17, 2009

Columbia Triathlon
May 17, 2009

SOIREE!
June 2, 2009

Columbia Festival of the Arts
June 12 - 27, 2009



WELCOME